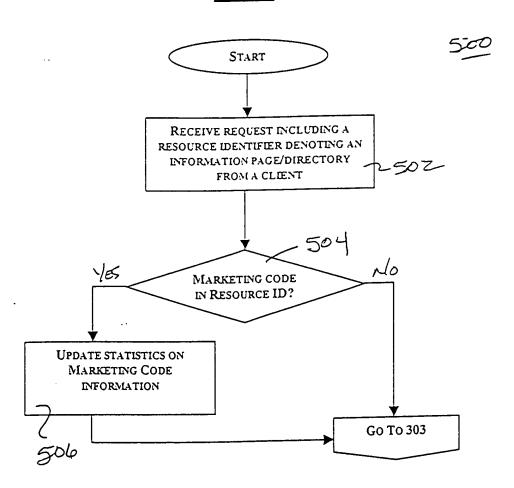


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FIG. 5



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MARKETING EVALUATION REPORT:

Period Ending: December 31, 1998 - 701

Agent 0: 1,800 hits 450 requests for information 25 requests for telephone call follow up \$125,000-\$175,000 product price range Agent 112: 350 hits 250 requests for information 50 requests for telephone call follow up \$1,500,000-\$2,250,000 product price range Television Advertising 704 23,000 hits [] 230 requests for information ֓֞֞֞֞֞֞֞֓֓֡֡֡֓֓֓֓֡֡֝֞֡֓֓֓֓֡֡֡֡֡֡֡֓֓ 0 requests for telephone call follow up (n \$14,000-\$2,250,000 price range [N Radio Advertising LN 706 2300 hits ١., 23 requests for information ĮŪ 0 requests for telephone call follow up \$14,000-\$150,000 price range | **1** Internet Advertising 708 2450 hits ū 1400 requests for information 140 requests for telephone call follow up \$175,000-\$450,000 price range 709 Print Advertising 1750 hits 17 requests for information 4 requests for telephone call follow up \$275,000-\$450,000 price range

